



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 4, April 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.521



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Role of Online Job Portals in Shaping Candidates' Job Search Behavior

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ABSTRACT: In the digital age, technological advancements have significantly changed many facets of our lives, including how we obtain and maintain employment. The way people hunt for work has drastically altered as a result of the internet and online job sites. These days, people can use websites to speak with employers directly about employment openings rather than relying just on asking about or checking in newspapers. For many, it has made looking for a job easier and more convenient. The objective of this research study is to present a comprehensive analysis of how Internet job portals impact the candidate recruiting and selection process. The study aims to investigate the following areas: the development of online job portals; factors influencing candidates' use of these portals; candidates' perceptions of the benefits and drawbacks of these platforms; candidates' trust in these platforms; and candidates' influence on job preferences and choices. With the widespread use of technology today, everything is easier to understand. Technology affects every facet of human life. Nowadays, it's easier than ever to find a job thanks to online job portals where hundreds of openings are always open and applications are only a click away. Job portals are becoming more and more popular in the labor market since they provide a wide range of jobs, most of which are free. When hired using online job sites, workers perform on par with those hired through traditional methods. Online job portals are more accessible, cost-effective, practical, and time-saving. This dissertation provides valuable insights into the evolving landscape of online job portals and their profound impact on candidates' recruitment and selection process. The findings contribute to enhancing understanding of the benefits, challenges, and implications associated with utilizing online job portals in contemporary job seeking. Recommendations are provided for candidates and organizations to optimize online job portals for efficient and effective recruitment processes.

KEYWORDS: Online Job Portal, Technology, Recruitment, Selection process, Employment opportunities

“Role of Online Job Portals in Shaping Candidates' Job Search Behavior”

I. INTRODUCTION:

Imagine looking for a job today is very different from how it used to be. We now use fancy tools and technology that have changed the old ways of hiring people. One big change is the use of online job websites, where you can find and apply for jobs. My research, titled “A Comprehensive Analysis on the Impact of Online Job Portals on Candidates Recruitment and Selection Process.” dives into how these websites, which are like big online bulletin boards for jobs, are changing the job scene in India. We know that traditional ways of hiring are getting mixed up because of the Internet, and we need to understand how this affects everyone involved. The main goal of my study is to really understand how these online job portals have evolved and how they impact the job market. I want to figure out why people choose to use these websites, what good and bad things they experience while looking for jobs online, and how much they trust these websites. Researcher is not just looking at the immediate effects; but also trying to see how these online platforms influence what kind of jobs people want and how they make choices. Researchers hope that by digging into all these aspects, my research can help not just academics but also people who hire others and those who make the rules about jobs and technology. So, in simpler terms, a researcher is trying to find out how online job websites are changing and how we find jobs in India. The researcher hopes that his findings can help make the whole process better and fairer for everyone involved.



Online Job Portals:

Online job portals are websites where you can find and apply for jobs. They make it easy to search for job opportunities from different companies and industries. You can upload your resume and browse through job listings based on your preferences like location, industry, and experience level.

Advantages offered by online job portals, such as accessibility, efficiency, global reach, real-time updates, diversity of jobs, cost-effectiveness, user-friendly interfaces, and filtering options. Each advantage is discussed in detail, highlighting its significance in transforming the job market landscape.

Scope:

The scope section outlines the various dimensions of the research topic, describing areas of investigation such as the evolution of online job portals, usage patterns and trends, factors influencing job portal usage, advantages and disadvantages, trust and reliability, impact on job preferences, equity and inclusivity, policy and best practices, and future trends and implications.

Recruitment and selection:

Recruitment involves identifying, attracting, interviewing, selecting, hiring, and onboarding employees, utilizing various internal and external sources.

Online Recruitment:

The section delves into the concept of online recruitment, discussing its advantages and disadvantages. It explores the various methods of online recruitment, including company websites, internet advertising, social media, contact sourcing, online job boards, video interviews, guest posts, and podcasts. Each method is elucidated, showcasing its effectiveness in attracting candidates.

II. LITERATURE REVIEW

Chatterjee, S., & Das, S. (2017). "Impact of Online Job Portals on Candidate Recruitment Preferences: A Study in the Indian IT Sector." Focusing specifically on the IT sector in India, Chatterjee and Das investigate how online job portals influence candidate preferences and behavior during the job search process. Their research explores factors driving candidates to opt for online platforms over traditional recruitment channels

Chopra, N., & Agarwal, R. (2019). "The Role of Online Job Portals in Addressing Skill Mismatch: A Case Study of the Indian Manufacturing Sector." Chopra and Agarwal analyze the role of online job portals in bridging the skill gap prevalent in the Indian manufacturing sector. Their research assesses how these platforms facilitate the matching of candidate skills with industry requirements, thereby enhancing recruitment efficiency.

Gupta, V., & Singh, D. (2020). "The Impact of Online Job Portals on Employer Branding: Perspectives from Indian Companies." Gupta and Singh investigate how the use of online job portals influences employer branding strategies adopted by Indian companies. Their study assesses the role of these platforms in shaping employer reputation and attracting top talent in competitive industries.

Mehta, S., & Kumar, A. (2018). "Emerging Trends in Recruitment: A Study of Online Job Portals' Impact on Start-up Hiring in India." Mehta and Kumar investigate emerging trends in recruitment practices, focusing on the impact of online job portals on start-up hiring in India. Their study highlights how start-ups leverage online platforms to attract and retain talent in a competitive entrepreneurial ecosystem.

Mishra, N., & Patel, A. (2019). "Examining the Role of Online Job Portals in Enhancing Diversity in Indian Organizations." Mishra and Patel explore how online job portals contribute to promoting diversity and inclusion in Indian organizations. They analyze the extent to which these platforms facilitate access to job opportunities for candidates from diverse backgrounds, thus fostering a more inclusive workforce.

Rajput, A., & Reddy, K. (2017). "Exploring the Influence of Online Job Portals on Entry-Level Hiring Practices in India." Rajput and Reddy examine how online job portals impact entry-level hiring practices in the Indian job market. Their study explores the preferences of both employers and candidates in utilizing online platforms for sourcing and selecting entry-level talent.



Sharma, P., & Jain, S. (2020). "Exploring the Efficiency of Online Job Portals in the Indian Context." They studied about how good online job websites are at helping companies find and pick people in India. They're looking at things like how long it takes to hire someone if it's cheaper to use these websites, and if the people they find are good. It also sheds light on the advantages and challenges associated with these platforms.

Kumar, R., & Tiwari, S. (2018). "A Comparative Study of Online Job Portals and Traditional Hiring Methods in India." They are comparing how well online job websites work compared to the old-fashioned ways of hiring people in India. They're checking things like how many people these methods can reach, how easy they are to use, and how candidates feel about them. They want to understand how hiring practices are changing because of these new ways of finding and picking employees.

Singh, A., & Gupta, R. (2019). "The Changing Landscape of Recruitment: A Study on the Role of Online Job Portals in India." The study examines the evolving role of online job portals in India's recruitment sector. It delves into how these portals have reshaped the traditional recruitment processes. It also talks about how they are affecting the different steps of hiring, like finding candidates, checking them, and picking the right ones.

Yadav, S., & Sharma, M. (2018). "Challenges and Opportunities in Leveraging Online Job Portals for Recruitment in the Indian Retail Sector." Yadav and Sharma identify the unique challenges and opportunities faced by the Indian retail sector in leveraging online job portals for recruitment purposes. Their research offers practical insights for retail organizations seeking to optimize their talent acquisition strategies.

III. RESEARCH METHODOLOGY

Objectives:

1. To analyze the evolution of online job portals and their role in the current-day job market.
2. To study the factors that influence candidates' decisions to use online job portals.
3. To assess the advantages and disadvantages viewed by candidates when using online job portals.
4. To examine candidates' trust in online job portals and their impact on application behavior.
5. To identify how online job portals affect candidates' job preferences and choices.

Data collection method:

1. **Primary Method of Data Collection:-**
 - Questionnaire method
2. **Secondary Method of Data Collection:-**
 - Corporate website
 - Internet/Books/Journals and other written data about company and Topics
 - ✓ **Research type:** Descriptive type of research
 - ✓ **Sample size:-**100 (50 LinkedIn and 50 Naukri.com)

Sampling Techniques: Simple random sampling

Collection of data through: Google forms

3. Hypothesis:

H0: Online job portals create a positive impact on candidates in recruitment and selection process.

H1: Online job portals have no impact on candidates in the recruitment and selection process.

Analysis and Interpretation:

Analysis 1

Impact on candidates in the recruitment and selection process					
Counts in %					
	Slightly Important	Moderately Important	Very Important	Extremely Important	Total
Convenient to use	10	20	40	30	100
Saves time in the job search process	15	25	35	25	100
Provides access to a wide range of job opportunities	5	10	30	55	100



Regularly updated with new job listings	10	20	40	30	100
Offers a diverse range of job options	5	15	35	45	100
Cost-effective	10	20	40	30	100
User-friendly interfaces	10	25	35	30	100
Provides effective filtering options for job search	5	15	30	50	100

Table No. 1

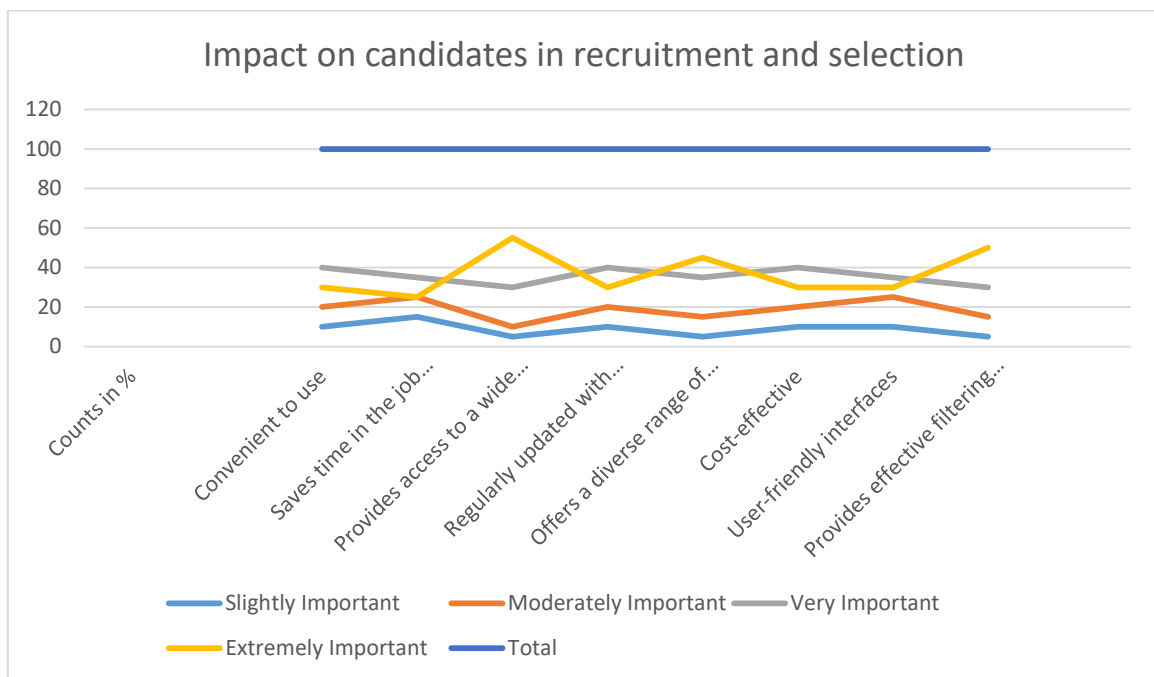


Figure No. 1

The data shows that most people really like online job websites because they're easy to use and save time. People also like that these websites offer many different job options and are updated regularly. It's also important to people that these websites don't cost a lot of money to use. They prefer websites that are easy to understand and let them find the exact jobs they want. Overall, these findings tell us that online job websites are very popular because they make job hunting easier and more convenient for people.

IV. CONCLUSION

In conclusion, the research provides valuable insights into how online job portals are reshaping the recruitment and selection process in India. By exploring factors influencing candidate behavior and the pros and cons of these platforms, we've gained an important understanding. While online job portals offer convenience, they also bring challenges like heightened competition and privacy risks. Addressing these issues can lead to better, fairer recruitment practices, benefiting both job seekers and employers.

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